**Cam Valley Arts Trail Meeting Minutes 14 September 2016**

**Present:**

Karen George (Chair), Kate Westcott, Lucy Empson (Secretary), Sophie Piddock (Treasurer), Ginny Lake , Diana Connor, Alison ter Haar (Publicity co-ordinator), Sheila Richardson (Membership), Sheila Hetreed, Anna Hurwitz, Jo Eddleston, Helen Rushton, Terry Bridgeman, Sally Gardiner, Jane Woodman, Pam Shellard, Clive Shellard.

**1.Welcome & Apologies**

Apologies: Ashley Sands, Linda O’Gorman, Jonathan Pearce, Sue Walker, Natalie Jones, Andrew Eddleston.

**2. Matters Arising**

Last meeting 22 July 2016. Minutes from meeting agreed as correct. Attendance corrected as some names were listed twice by mistake: Ginny Lake and Terry Bridgeman both gave apologies. Other Actions picked up in agenda.

1. Richard to feedback on card readers and costs/broadband issues.

2. Ginny to compile the publicity kits for our events (banners/posters etc).

3. Meet the Artist next month to be Ginny with news about the spinning course she’s currently attending.

**3. Members Update**

1. New member Shuya Cheng from High Littleton has joined the group. Currently 44 members.

**4. Finance and Funding**

1. Current bank account balance is £3112.54

2. With no further grant income (except parish council grants) we have enough in our account to fund the Arts Trail and extra publicity this year.

3. Karen handed over cheques to Sophie to pay in.

4. Sophie applied to the Clutton Ward Members grant fund, not heard yet.

5. High Littleton Parish Council, not yet received the funding cheque.

6. Hope to hear from Clutton Parish Council next week.

**5. Fundraising and sponsorship**

(i) Sponsorship

1. Alison focussing on business sponsorship for the brochure. To date:

* 4 large adverts are confirmed for the brochure.
* We have other sponsorship ‘in kind’ for banners/hosting events to go into the brochure.

2. Other sponsorship to follow up:

* Vale House – Kate/Alison.
* Co-op, Farrington Gurney – Karen contacted and we can put a banner next to the shop
* Meze, Clutton – Sophie contacted and they also agreed to a banner again.

3. If you have contacts with other local business please approach them – and let Alison know. We can follow up any contacts with more info and letters.

(ii) Grant funding

1. Lucy followed up link for Outset Southwest via North Somerset Arts, and they have funding opportunities on their website. Ginny to regularly check their website.

2. Aviva funding – this would be a crowd funding/voting application. Ginny to find out more info.

3. Kate to have a small advert in the brochure – cost confirmed at £30. Alison to forward payment details.

**6. Publicity Update**

1. Alison circulated four themed Press Release drafts, which are ready to go out to the local press.

2. Mendip Times: We have agreed an editorial piece with a small advert at £50. Anna has agreed to be the feature artist in their October issue. However, the editorial interview size has now been reduced to 120 words. After discussion we agreed to continue with this, and Alison will find out if we could have a photo as part of the piece. The interview will also be prepared to send to other papers ie. Bristol Post, Somerset Guardian.

3. Chew Valley Gazette agreed a double page publicity spread with ‘advert’ spaces around the edges. The price is now the original amount £165+vat and artists/advertisers also then have their own advert box at £20 + VAT each on the same page. The publication date in October is just before our November trail so would be good timing. We have space for 20 small individual adverts, 10 agreed to date, so we need more people to take out an advert. Agreed to share out contacting other members again who we think might be interested in placing an advert.

4. What’s On Sections of lots of local guides and magazines. Alison has done the ‘what’s on’ piece for Somerset Sept/Oct and has a press release ready for all the other local magazines/papers. BaNES Connect magazine has a What’s On Listing, and we are disappointed our events haven’t appeared in the current issue, but it is on their website.

5. We are sending our updates/info to members as a ‘mailchimp’ email newsletter. Can members please check to see if this is going into their ‘junk’ folders, and make sure it goes into their main inbox, as we will be sending updates about the Trail for members to check in our next newsletters, so it might be missed.

6. Please send any updates and news items about your own events, exhibitions, shows or new works to Karen so this can go on the website, newsletters and facebook/twitter posts.

7. The next set of facebook/twitter posts have been planned out by Alison and Karen. If you have work connected to wool (especially Ginny and Helen) please send to Alison (this is for a link with Wool Week). Also if you have work or images of cats, again please send to Alison for a link to a twitter Cats theme on 29th October.

8. Leaflets – please email Alison with exact locations of your local noticeboards/shops etc where we can display a poster or leave leaflets/brochures. Alison will be compiling a database of the locations, so we know how many posters to print, and the size they are able to display.

**7. Arts Trail 2016**

1. Brochure info:

* Karen had a draft copy of the brochure. It was circulated so we could check the entries for each venue to ensure the information is correct. Karen will send a mailchimp newsletter email with a copy of the brochure attached for everyone to check their entries. The proof copy is at the printers, brochure to be printed by 30th September.
* The brochure will be stapled 16 pages, 5000 copies, as last year.

2. Workshops have been listed in the brochure on a separate page along with the demonstrations. Booking will be via Eventbrite and the listings will go live as soon as the brochure is printed. If there are enquiries from people who can’t book via Eventbrite we can take their details and make a booking for them.

**8. Local Events**

1. High Littleton Village Day, 27th August. We had the completed banner at the meeting, which was decorated with fabric frames and fabric printed pieces of artists work, which can now be used at one of our venues. It was a successful day with pen and ink workshops and good publicity for the group and Trail weekend. Thanks to everyone who came along to support the group.

2. The ‘Taste of Timsbury’ festival day is on Saturday 17th September 10-3 at Congyre Hall. We are having a free table and display as they had a free stall at our event earlier this year. Sheila, Ginny and Lucy will be there to promote the Trail and with a leaflet about the workshops at the Trail. There was a discussion about how successful we felt their signboard publicity has been, and how many boards they have put up on roadways in our area – we were concerned they may not have permission for all of them, however.

**9. Schools Project**

1. Karen has contacted Camerton, Cameley, Paulton, High Littleton, Farrington Gurney who will be taking part this year. Clutton have not yet confirmed as they have a new Head – Sophie to check this week. The project involves CVAT loaning artwork for eg. 1 week to inspire other areas of the curriculum eg. writing, dance, music etc – each school will have a different approach. The children’s work based upon the loaned work will then be displayed alongside the original piece of work at the Trail.

Thanks to all the members who have agreed to loan a piece of artwork.

**10. Members Training & Get Together Events**

1. Artwork Creations – framer visits to be arranged.

2. ‘Communications/Presentation’ training event to be arranged for Members – a fund hands-on activity all about how you communicate and sell your works; how to set up displays; presentation.

3. Date to be booked for a Taster/Workshop day for Members next Spring – inspired by our event last year and activities at Art in Action

4. If you have any other ideas for subjects for an informal members event please let Karen know.

**11. AOB**

1. Banners/ Sign Boards: We need to do a stock check of banners and signboards and ask for a quote for a new or replacement banners. Can you please email Karen if you have any at home, and what condition they are in. We’ll also review old/new locations (such as the old pub sign near Farmborough green) and do a sketch map of locations.

2. Suggestion of ‘sail’ banners for our events as seen at Art in Action and several Festivals – this could be a lightweight fabric such as polyester or silk. Also to consider the ‘picture frame’ posters.

3. Date for the diary: Launch event for the November Trail for members and invited guests to be **7.30pm Thursday 3rd November**. Venue to be confirmed. Invitation list to be compiled.

4. World Textile Day exhibition is a Saltford Hall, Saltford on 1 October 10-4.30

5. Alena is exhibiting her work at the Guildhall, Bath with a preview on 27 September 6-7pm. Please contact her if you would like an invitation to the preview.

**Next meeting:**

7.30pm Wednesday 5th October 2016 at Meadgate Farm Shop café

Everyone welcome